

## CLAIMS

What is claimed is:

1           1.     A method for providing adaptive scaling of selected features on a  
2 screen page displayed by an entertainment system, comprising:  
3           receiving programming data associated with a show;  
4           displaying the programming data on a screen page;  
5           selecting at least one feature of the screen page for scaling;  
6           providing a scaling factor of the at least one feature.

1           2.     The method of claim 1, further comprising displaying the scaled  
2 feature.

1           3.     The method of claim 1, wherein providing a scaling factor includes  
2 providing a range.

1           4.     The method of claim 1, wherein providing a scaling factor includes  
2 providing a default scaling factor.

1           5.     The method of claim 1, further comprising providing an increment  
2 factor that is used to increase a size of the at least one feature beyond the scaling  
3 factor.

1           6.     The method of claim 1, wherein displaying the programming data  
2 includes:  
3           executing software by a central processing unit, implemented within the  
4 entertainment system, to produce a screen menu and a program description.

1           7.     The method of claim 6, wherein selecting the at least one feature of the  
2 screen page for scaling includes:  
3           selecting at least one of said screen menu and said program description.

1           8.     The method of claim 1, further comprising displaying a menu having a  
2 plurality of icons, one of said icons being selectable to scale of the selected feature.

1           9.     The method of claim 8, wherein a second one of said icons is selectable  
2 to provide the scaling factor.

1           10.    The method of claim 8, wherein a second one of said icons is selectable  
2   for displaying the scaled feature.

1           11.    An entertainment system comprising:  
2   a display monitor; and  
3   a broadcast receiver coupled to the display monitor, the broadcast receiver  
4   including  
5           a front-end unit capable of receiving programming data associated  
6   with a show broadcast for viewing on the display monitor,  
7           a memory that stores instruction sequences, and  
8           a central processing unit coupled to the memory, the central  
9   processing unit receiving programming data associated with a show, said  
10   central processing unit executing said instruction sequences to: display the  
11   programming data on a screen page, prompt selection of at least one feature  
12   of the screen page for scaling, and to prompt selection of a scaling factor for  
13   the at least one feature.

1           12.    The entertainment system of claim 11, wherein said central processing  
2   unit displays the scaled feature in response to a user instruction.

1           13.    The entertainment system of claim 11, wherein said scaling factor  
2   includes a range.

1           14.    The entertainment system of claim 11, wherein said scaling factor is a a  
2   default scaling factor.

1           15.    The entertainment system of claim 11, wherein said central processing  
2   unit further prompts entry of an increment factor that is used to increase a size of  
3   the at least one feature beyond the scaling factor.

1           16.    The entertainment system of claim 11, wherein the programming data  
2   is displayed on a screen menu and a program description.

1           17.    The entertainment system of claim 16, wherein said feature is one of  
2   said screen menu and said program description.

1           18.    The entertainment system of claim 11, wherein said central processing  
2   unit further displays a menu having a plurality of icons, one of said icons being  
3   selectable to scale of the selected feature.

1           19.    The entertainment system of claim 18, wherein a second one of said  
2   icons is selectable to provide the scaling factor.

[illegible]